C2710-1

$1.25 a copy; $55 a year

Monday, July 29, 1985

Advertising Age

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Procter & Gamble net earnings

Facing an anticipated drop in operating income during fiscal 1985, especially in personal care products, Procter & Gamble is expected by industry analysts to announce a decline in earnings for the first time in 33 years.

Wounded lion?

Trail of mistakes mars P&G record

By NANCY GIGES and LAURIE FREEMAN

Procter & Gamble next month will report the company's first annual earnings decline in 33 years.

The last time the nation's leading national advertiser suffered such a reversal was 1952. Harry Truman was president then, the Dodgers were still in Brooklyn, Rocky Marciano was the world heavyweight boxing champion and Gary Cooper won an Oscar for his performance in "High Noon."

P&G's earnings decline that year was 19%, and this year's drop, to be announced Aug. 8, is likely to be even more dramatic—somewhere in the range of 25% for the company's fiscal 1985, which ended June 30.

For P&G, fiscal '85 was "like Chinese water torture, as they've watched their earnings decline drop by drop," says First Boston analyst Daniel Meade.

Smith Barney paper-goods analyst George Adler adds that fiercer competition has left P&G in the position of "a wounded lion"—ready to fight back to protect its territory and offspring.

Despite suggestions that the decline reflects P&G's "new" willingness to spend heavily on new products, there's no camouflaging mistakes that the Cincinnati-based marketing giant has made in key areas.

In pivotal markets producing what analyst Jack Salzman calls "megapools of profit"—chiefly disposable diapers and toothpaste and, to a lesser extent, laundry detergents—P&G's efforts faltered just when the company most needed revenues to push forward into major new areas of opportunity, namely cookies, orange juice, soft drinks and feminine-protection products, analysts say.

An Advertising Age review of P&G's far-flung operations shows that not all areas were troublesome for the company. Some large categories, such as paper, coffee, shortenings and oils, which had heated competition as recently as a year ago, have quieted down.

Still, they didn't produce enough income to keep earnings on

(Continued on Page 50)

NEWSPAPER

Ad
Ec

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DC2 001 4CONGLI FMJF N
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Defections to 'Parade' rain on 'USA Weekend'

By WILLIAM F. GLOEDE

New York—Here's a late score from the tumultuous newspaper Sunday-magazine war: *Parade* 129, *USA Weekend* 11.

Rosslyn, Va.-based Gannett Co.'s purchase of *Family Weekly* and its subsequent metamorphosis into *USA Weekend* (AA, July 1, *et seq*) have dramatically changed the Sunday-magazine field. The change has seemingly put Advance Publications' *Parade* in a dominant competitive position, and is casting some doubt on the future of the Sunday Magazine Network.

As a result of decisions by many newspapers to switch to *Parade* when *USA Weekend* debuts, *Parade's* circulation will climb by roughly 4.5 million, to 29.8 million, effective with the Sept. 22 issue. Since Gannett formally unveiled its revamped product, *Parade* has gained a total of 145 new subscribers—129 papers that formerly carried *Family Weekly* and 16 others.

USA Weekend gained 38 newspapers, 11 of which—all Gannett-owned—are switchers, dropping *Parade* Sept. 8. Of the 27 other papers, none of which carried *Parade*, 10 have more than 100,000 circulation, including the *Dallas Times Herald, Denver Post, Des Moines Register, Cincinnati Enquirer, Rochester Democrat & Chronicle, Nashville Tennessean* and the Westchester Rockland group. Of those, all but the Dallas and Denver papers, which are Times Mirror Co. properties, are owned by Gannett.

The defections to *Parade* from *Family Weekly/USA Weekend* are being made as a result of non-Gannett newspaper chains, as well as some independently owned papers, being unhappy with *USA Weekend's* similarity to Gannett's national daily *USA Today*. Among the chains switching their allegiance en masse: New York Times Co., eight; Thomson Newspapers, 23; Cox Enterprises, seven, and Donrey Media Group, 10.

As a result of the switches, Gannett has lowered *USA Weekend's* circulation rate base to "about" 12 million from original estimates of 13 million. Others in the Sunday-magazine field believe the rate base will have to be lowered into the 10 million-to-11 million range.

Ramon Gaulke, president of *USA Weekend*, said, "There's a realignment going on. We expect to be delivering the same circulation as before except of a higher quality.

"Nobody here was surprised by the fact that a number of smaller newspapers were frightened by the product," he said. "We have no desire to shove an un-

(Continued on Page 62)

Last Minute News

Polaroid snaps shutter on corporate ad post

Cambridge, Mass.—Polaroid Corp. has eliminated the post of group vp-worldwide advertising, currently held by M. Carl Johnson, as part of an over-all corporate restructuring, a Polaroid spokesman says. Mr. Johnson has been reassigned in Polaroid's magnetic-media division, the spokesman says, and also is pursuing opportunities outside the company.

Line forms for Chi-Chi's creative account

Louisville—Sources say finalists for the creative portion of Chi-Chi's Mexican Restaurants' $13 million account are Della Femina, Travisano & Partners, New York; Young & Rubicam, N W Ayer and incumbent Fortis Fortis, all Chicago, and current field service/media placement shop MZD, Indianapolis. Chi-Chi's would not disclose its list.

Rice Krispies Bars pop up nationally

Battle Creek, Mich.—Kellogg Co. is introducing nationally its granola-type Rice Krispies Bars following regional introductions in eastern and southern markets earlier this year (AA, April 30, '84). Tv and couponing, via Leo Burnett USA, Chicago, are expected to break soon. Also from Kel-

(Continued on Page 8)

O&M star O'Rielly to McCann

By STEWART ALTER

McCann-Erickson Worldwide, in need of strong creative leadership, both for its split-personality Coca-Cola account and its fast-growing New York office, has chosen Ogilvy & Mather/Chicago's Curvin O'Rielly to handle those roles.

Mr. O'Rielly, who will leave O&M/Chicago, where he was senior vp-executive creative direc-

(Continued on Page 64)

Baseball sponsors ready if. . .

By VERNE GAY

New York—Several marketers slated as advertisers on baseball's World Series and play-off game telecasts have already devised contingency plans in the event a strike wipes out the rest of the 1985 season.

ABC-TV is scheduled to broadcast a maximum of seven games of the World Series and NBC-TV will broadcast a maximum of 14 play-off games, under the new four-out-

(Continued on Page 62)

Evidence of fraud not hard to swallow

By STEWART ALTER

An art director who reportedly ate a portion of a check deposit slip when confronted with fraud charges is being sued by DYR Inc. for allegedly writing $45,000 in agency checks and depositing them into a private account.

The suit, filed in federal district court in New York, seeks to recover $235,195, as well as interest and costs, from Daniel Villefort-Sima, an art director who worked at DYR's Wunderman West direct-marketing office in Los Angeles from June 20, 1983, until last Feb. 11.

DYR, incorporated in New York, is the advertising agency joint venture between Young & Rubicam and Dentsu, the world's two largest ad agencies.

Mr. Villefort-Sima could not be reached for comment. The DYR suit lists his residence as Santa Monica, Cal., but directory assistance

(Continued on Page 66)

$40M for Commodore's Amiga

By BRIAN MORAN

Commodore International Ltd. will move to win a skeptical audience of consumers and computer dealers with a two-tiered, $40 million ad campaign and a 37-market tour of retailers for its new Amiga home computer.

Commodore, the troubled West Chester, Pa.-based computer giant, will break a "short term" awareness effort for the Amiga in early September, to be followed up "very quickly" by a second campaign highlighting the machine's applications, said Robert Trukenbrod, Commodore vp-marketing. Media will include network tv, radio and print ads via Ted Bates Advertising/New York.

Because the effort will seek to establish Amiga as a new brand in the sagging home computer segment, Commodore's name and familiar logo will be downplayed in the advertising, Mr. Trukenbrod said.

Commodore is counting on the $1,300 Amiga machine, developed by its subsidiary, Amiga Corp., Santa Clara, Cal., to stem its multi-million-dollar losses. The machine's price, flashy color graphics and stereo capability will be positioned against Apple Computer's Macintosh in a dogfight for Christmas season sales. Also expected to introduce a new machine for the Christmas season is Commodore's former chairman, Jack Tramiel, now with Atari Corp.

Commodore's four-week barnstorming tour of dealerships, to begin next month, will seek to soothe lingering hard feelings among computer retailers, Mr. Trukenbrod said. Under Mr. Tramiel, Commodore pulled its hot-selling C-64 product out of computer specialty stores and shifted it to price-conscious mass merchandisers like K mart Corp.

The "new" Commodore is promising the Amiga will be available exclusively to computer dealers. The company plans to rely on mass merchandisers to handle the C-64 and its soon-to-be-introduced successor, the more powerful C-128, Mr. Trukenbrod said.

"There are some [dealers] who are skeptical because of things that happened in the past," he said. "This company is not doing business the way it was done in the past. The people who are talking to the dealers are not the same."

Industry analysts say although the Amiga's dazzling features may appeal to consumers, the machine's price tag may be too high for many Christmas lists. Asked if Commodore might eventually lower the machine's price and distribute it through mass retailers, Mr. Trukenbrod was adamant:

"There is no chance of that happening," he said. "There is no way we would pull the rug out from under [computer dealers]."

Commodore's move to two-tiered distribution—if successful—would be a first in the personal computer industry. IBM and Apple have remained steadfast in their support of specialty retailers, despite frequent overtures from discounters.

Mr. Trukenbrod said Commodore expects to have 500 dealers signed before the Amiga's Sept. 15 shipment date, but he would not identify locations. The list reportedly does not include any large chains, such as ComputerLand or Entre Computer Centers, but many returnees from the days of Tramiel-led Commodore.

The Amiga rollout will coincide with Atari's introduction of its long-awaited 520 ST machine, setting up a battle for dealer shelf space and software support. Atari will rely on the lower price of its machine ($799)

(Continued on Page 62)

Atari gets new agency

By CLEVELAND HORTON

Atari Corp. last week named a small Silicon Valley agency to handle future creative assignments—the fourth shop to work on the account since Jack Tramiel took over as chairman one year ago.

Humpal, Leftwich, Luack & Sinn, a $10 million agency in Palo Alto, Cal., won the account, succeeding Goodby, Berlin & Silverstein, San Francisco. The assignment comes just one month before Atari plans to break the first ad for its newest computer, the 520 ST.

The Sunnyvale, Cal.-based computer marketer, bristling over last week's introduction of Commodore International's Amiga computer, said it will take its "Power without the price" message to the public next month. The print ad, created in-house, is the first national advertising coming from the "new" Atari.

The ad attempts a patriotic approach, featuring an American flag on the upper left corner of the ad as well as on the screen of the 520 ST pictured below. The headline proclaims: "America: We built it for you." At the bottom of the ad, under "The New Atari" logo, is the internally developed slogan "Power without the price." The ad prominently lists the

(Continued on Page 62)

Highlights

The 1985 Simmons-Scarborough syndicated study of newspaper audiences shows that more than 70% of adult Americans who live in and around major markets read daily and Sunday newspapers regularly. *See Page 44.*

The American banking invasion of Australia is about to begin. Five U.S. banks are moving ahead with their plans to market commercial banking services Down Under following the Australian government's February decision to grant licenses to 16 foreign banks. *See Page 39.*

DIRECT MARKETING

A new testing program called S.T.A.R., or "simulator for testing advertising responses," is winning kudos from direct marketers interested in saving time and money. *See Page 52.*

New York Telephone is running its largest direct-mail promotion yet. *See Page 56.*

Time will begin wooing women's advertisers in August with a new campaign themed "On the nature of change." *See Page 65.*

FORUM

J. Walter Thompson senior vp Ron Kaatz has had a lot of airborne opportunities to reflect on advertising, media and philosophy. *See Page 20.*

Los Angeles bureau reporter Brian Lowry sees more and more of the marrying kind. *See Page 20.*

INTERNATIONAL

U.S. marketers are losing the battle for influence in India, where local companies are increasingly looking to Japan for business partners. The number of Indian agreements with Japanese companies has skyrocketed, more than doubling from 34 in 1980 to 78 last year. *See Page 38.*

Mechai Viravaidy, known as the "condom" king of Thailand, is no conventional marketer. He doesn't market a "product," and he doesn't use conventional advertising. Nonetheless, he has received a marketing award from the Thailand Management Assn. recently. *See Page 38.*

COMING THURSDAY

SPECIAL REPORT

Leo Burnett Co., the agency that brought us Tony the Tiger, Charlie Tuna and the Marlboro Man, is 50 years old and still going strong. Over the years, the agency has made lasting impressions in advertising and built strong relationships with its clients.

REGULAR FEATURES

ADBEAT	57	OBITUARIES	57
ADVERTISING MARKETPLACE	53	ON THE LOOSE	60
AGENCY PEOPLE	41	PERSONAL PRIVILEGE	24
BRADY'S BUNCH	48	PHOTO REVIEW	28
CAMPAIGNS BREAKING	6	PRESSTIME	8
COMING CONVENTIONS	56	QUARTERLY EARNINGS	56
CON-SID-ERATIONS	18	REGIONAL NEWS	46
CORRECTIONS & CLARIFICATIONS	6	VIDEOTECH UPDATE	40
EDITORIAL	18	WORLD NEWS ROUNDUP	3
FOR THE RECORD	61		
FORUM	20		
GETTING PERSONAL	34		
LETTERS	22		
MARKETING BY MAIL	52		
NEW PRODUCTS	33		

FIGURES TO FILE

1985 NEWSPAPER READERSHIP RATINGS, SUNDAY FIGURES	45
1985 NEWSPAPER READERSHIP RATINGS, WEEKDAY FIGURES	44

Vol. 56, No. 58—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday. $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Coke plays the classics

Coca-Cola Classic's new spots rely on familiar icons—Babe Ruth, Little Orphan Annie and the Statue of Liberty—to reinforce the symbolic value of Coke Classic. The spot notes: "It takes time before something becomes a classic." McCann-Erickson, New York, handles.

Late West Coast news

Scott Lancaster draws crayon job

Avalon Industries, New York, marketer of Avalon crayons and other craft items, appointed Scott Lancaster Mills Atha, Los Angeles, as its first ad agency. The 95-year-old company, being realigned after going through a leveraged buyout last year, named the agency following a review in which five or six agencies took part. Ad budget is estimated at $2 million to $3 million. First consumer advertising probably will start next spring.

Ketchum Advertising named several senior creative and account personnel for its newly opened Los Angeles office: Mike Scardino, formerly associate creative director, J. Walter Thompson USA, New York, becomes senior vp-creative director; Bruce Kramer, previously senior vp-art, McCaffrey & McCall, New York, is vp-associate creative director; Richard Crispo, most recently art director, Chiat/Day, assumes a similar position, and Pat Hallenbeck, print production manager, Ogilvy & Mather, also takes a similar title. Vps-account supervisors on the office's lone account, American Honda Motor Corp.'s Acura division, are Peter Goodwin, formerly vp-management supervisor, Ken-

(Continued on Page 66)

Simmons-Scarborough 1985 newspaper ratings - Weekday

Notes: (a) All day, (e) Evening, and (m) Morning. The readers-per-copy figures are subject to correction for 1985 circulation when available.

ADI rank and name Weekday newspapers	1985 Simmons-Scarborough rating (% coverage)	1985 Simmons-Scarborough audience (000)	1984 circulation	Readers per copy
1. New York	77.3	10,338.4		
Asbury Park Press (e)	2.8	348.2	119.0	2.93
Bergen Record (e)	3.2	404.0	148.9	2.91
Newsday (e)	11.9	1,594.0	524.4	3.04
Daily News (m)	33.4	4,469.3	1,340.8	3.33
Post (a)	18.9	2,525.8	864.4	2.92
Times (m)	19.4	2,592.2	687.4	3.77
Star Ledger (m)	8.7	1,167.1	424.0	2.75
UNYT	11.8	1,582.1	557.4	2.84
Westchester/Rockland Group (e)	3.1	420.2	180.7	2.33
2. Los Angeles	66.5	5,917.9		
Copley Los Angeles (e)	4.3	386.0	128.6	3.02
Daily News (m)	5.3	479.9	134.1	3.59
Herald Examiner (m)	6.9	619.2	250.4	2.47
Long Beach Press Telegram (e)	4.5	404.4	129.3	3.13
Orange Cty. Metro Group (a)	8.1	735.6	272.7	2.70
Orange Cty. Register (a)	7.9	717.5	256.9	2.80
Riverside Press-Enterprise (m)	3.2	288.7	110.6	2.62
Sun Bernardino Sun (m)	3.1	278.6	76.1	3.66
Times (m)	30.7	2,777.6	956.1	2.91
3. Chicago	71.9	4,388.8		
Gary/Hammond Newspapers (e)	6.5	391.8	161.1	2.59
Gntr. Chicago Newspapers (e)	7.6	458.2	167.3	2.74
Sun-Times (m)	33.9	2,045.3	644.5	3.17
Tribune (a)	36.8	2,216.2	682.0	3.25
4. Philadelphia	70.3	3,628.8		
Allentown (m)	6.2	319.5	119.7	2.69
Camden Courier-Post (e)	5.7	294.8	118.5	2.49
Gntr. Philadelphia Newspapers	5.6	288.3	141.4	2.04
Inquirer (m)	28.4	1,465.5	527.1	2.78
News (e)	13.5	696.1	293.0	2.39
5. San Francisco	66.9	2,777.1		
Chronicle (m)	26.4	1,066.9	418.4	2.55
Examiner (e)	10.0	401.7	141.1	2.85
Oakland Tribune (m)	9.7	390.0	148.9	2.60
San Jose Mercury News (a)	15.8	636.1	230.6	2.76
6. Boston	80.0	3,123.6		
BAND (a)	32.8	1,282.1	550.1	2.33
Boston Globe (m)	36.4	1,420.3	467.5	3.04
Boston Herald (m)	24.3	950.4	217.8	4.36
Worcester Gazette (e)	4.8	188.3	82.8	2.25
Worcester Telegram (m)	5.0	196.0	55.9	3.51
7. Detroit	76.6	2,968.9		
Free Press (m)	36.9	1,297.7	491.9	2.64
News (a)	43.2	1,440.5	595.2	2.42
Oakland Press (e)	6.2	205.7	73.1	2.81
8. Washington, D.C.	73.3	2,145.4		
Journal Suburban Group (m)	8.5	251.6	137.2	1.83
Washington Post (m)	57.1	1,686.0	675.0	2.51
9. Dallas/Ft. Worth	63.5	1,982.7		
Morning News (m)	22.7	668.3	278.6	2.39
Star-Telegram (e)	10.1	297.0	129.3	2.30
Star-Telegram (m)	8.5	248.4	110.3	2.25
Times Herald	20.6	604.9	260.4	2.32
10. Houston	63.8	1,819.1		
Chronicle (a)	33.5	955.2	388.6	2.46
Post (m)	35.6	1,013.7	301.0	3.37
11. Cleveland	78.2	2,127.5		
Buy Cleveland	13.3	361.5	172.8	2.09
Akron Beacon Journal (e)	14.9	406.8	163.2	2.49
Plain Dealer (m)	38.7	1,053.3	472.1	2.23
12. Pittsburgh	73.9	1819.8		
PAMid	25.0	614.4	248.0	2.48
Post-Gazette (m)	20.0	491.1	167.5	2.93
Press (e)	29.7	731.0	253.5	2.88
13. Miami	67.5	1593.2		
Ft. Lauderdale News (e)	9.8	230.7	84.8	2.72
Miami Herald (m)	41.2	973.6	353.1	2.76
Herald (m)/Miami News (e) gross	48.6	1,147.3	414.3	2.77
Sun-Sentinel (m)	12.6	297.0	61.4	4.84
14. Minneapolis/St. Paul	65.7	1,492.7		
Pioneer Press & Dispatch (a)	22.2	503.8	200.3	2.52
Star & Tribune (a)	38.7	879.5	325.7	2.70
15. Seattle/Tacoma	66.5	1,529.7		
Everett Herald (e)	6.5	142.6	55.1	2.59
Post Intelligencer (m)	22.0	484.7	176.5	2.75
Seattle-Times (e)	26.6	586.0	250.3	2.34
Tacoma News Tribune (e)	12.7	279.2	104.6	2.67
16. Atlanta	62.0	1,406.4		
Constitution (m)	28.0	635.1	192.6	3.30
Journal (e)	29.6	672.4	175.3	3.84
17. Tampa/St. Petersburg	71.8	1,560.0		
Bradenton Herald (m)	4.9	107.2	28.1	3.81
Lakeland Ledger (m)	7.5	162.3	60.2	2.70
St. Petersburg Times (m)	23.4	508.7	258.2	1.97
Times (m)/Independent (e) gross	30.0	651.9	296.0	2.20
Sarasota Herald Tribune (m)	9.2	199.4	87.0	2.29
Tampa Tribune	23.9	520.0	201.3	2.58
18. St. Louis	61.4	1,266.3		
Globe Democrat (m)	26.4	545.4	178.0	3.06
Post-Dispatch (m)	38.1	786.4	221.1	3.56
19. Denver	70.9	1,325.7		
Post (m)	30.0	561.0	228.5	2.46
Rocky Mountain News (m)	39.1	731.0	303.7	2.41
20. Sacramento/Stockton	68.7	1,298.7		
Bee (m)	28.2	517.3	209.5	2.47
Union (m)	15.5	286.4	94.4	3.03
21. Baltimore	63.6	1,119.4		
Evening Sun (e)	25.4	447.4	158.3	2.83
Morning Sun (m)	27.5	484.2	169.4	2.86
News American (e)	13.8	243.3	112.7	2.16
22. Hartford/New Haven	79.9	1,295.0		
Courant (m)	29.1	471.1	209.5	2.25
Journal Courier/Register gross	21.5	348.1	129.1	2.70
New London Day (e)	5.9	96.2	36.7	2.62
23. Portland	69.1	1,082.6		
Oregonian (a)	47.4	721.7	267.2	2.70
Salem Statesman-Journal (e)	10.2	155.6	59.9	2.60
24. Indianapolis	74.5	1,152.0		
News (e)	20.6	318.5	132.9	2.40
Star (m)	33.8	523.3	205.6	2.56
25. Phoenix	67.7	1,047.9		
Gazette (e)	22.0	340.2	110.9	3.07
Republic (m)	43.3	670.2	274.8	2.44
26. San Diego	71.4	1,098.7		
Escondido Times-Advocate/ Oceanside Blade Tribune (e) net	11.5	173.4	61.4	—
Los Angeles Times	9.8	148.5	45.3	3.23
Tribune (e)	22.0	329.4	123.0	2.68
Union (m)	38.2	571.4	213.8	2.67
27. Kansas City	63.9	886.3		
Star (e)	37.1	497.7	229.3	2.17
Times (m)	41.7	558.1	266.2	2.11
28. Cincinnati	62.6	865.8		
Enquirer (m)	33.6	467.2	186.7	2.50
Post (e)	24.9	346.7	140.7	2.46
29. Milwaukee	73.0	1,221.8		
Journal (e)	51.0	681.1	281.0	2.42
Sentinel (m)	33.0	441.0	184.9	3.27
30. Orlando/Daytona Beach	74.8	974.4		
Cocoa Today (e)	9.2	120.9	66.4	1.82
Daytona Beach Journal (m)	12.1	158.9	59.9	2.65
Journal (m)/News (e) gross	18.7	246.0	89.8	2.74
Orlando Sentinel	42.5	558.7	205.9	2.72
31. Nashville	57.4	743.8		
Banner (e)	19.2	248.4	71.7	3.46
Tennessean (m)	27.4	355.2	126.4	2.95
32. Charlotte	66.3	877.1		
Observer (m)	35.3	453.2	150.6	3.01
Observer/News (e) gross	48.0	616.9	194.3	3.17
33. Buffalo	73.9	941.8		
News (a)	57.2	709.7	317.4	2.24
34. New Orleans	67.8	847.4		
Times-Picayune (States-Item (a))	55.8	697.8	262.1	2.66
35. Columbus, Colo	67.9	786.1		
Citizen-Journal (m)	25.7	302.1	114.8	2.64
Dispatch (e)	37.2	437.5	208.5	2.10
36. Greenville/Spartanburg	62.9	743.1		
Greenville-Asheville Unit	37.0	436.7	183.9	2.66
Greenville News (m)	20.0	236.4	80.3	2.94
News (m)/Piedmont (e) gross	31.1	367.5	103.4	3.55
37. Raleigh/Durham	63.9	746.3		
News & Observer (m)	23.3	272.0	93.6	2.91
N&O (m)/Times (e) gross	29.3	342.0	127.8	2.68
38. Grand Rapids/Kalamazoo	66.3	775.7		
Grand Rapids/Kalamazoo Grp. (e)	46.9	524.6	238.1	2.20
Grand Rapids Press (e)	26.8	298.5	129.9	2.31
39. Memphis	58.1	827.2		
Commercial Appeal (m)	45.2	505.6	253.3	2.00
40. Oklahoma City	69.2	801.0		
Oklahoman & Times (m)	43.5	503.9	247.0	2.04
41. Providence/New Bedford	78.5	845.3		
Bulletin (e)	29.7	333.9	133.9	2.49
Journal (m)	26.4	297.2	91.9	3.63
42. Salt Lake City	79.9	826.9		
Deseret News (e)	19.5	227.5	74.1	3.07
Tribune	29.8	348.6	108.4	3.22
43. Charleston/Huntington	71.5	755.3		
Gazette (m)	14.0	147.8	43.9	3.36
Mail (e)	14.2	150.6	51.3	2.94
44. Louisville	65.5	663.8		
Courier-Journal (m)	35.7	361.1	136.0	2.66
Times (e)	29.3	296.6	137.7	2.15
45. San Antonio	66.1	719.9		
Express-News (a)	36.4	396.6	159.5	2.49
Light (a)	34.1	371.8	127.5	2.92
46. Harrisburg/York	75.6	754.8		
Evening News (e)/Patriot (m) net	24.1	240.7	101.7	—
Intelligencer Journal (m)	11.2	111.8	39.8	2.81
Lancaster New Era (e)	16.0	160.3	57.1	2.81
York Dispatch (e)	12.1	121.0	50.2	2.41
York Record (m)	9.9	98.8	38.1	2.59
47. Norfolk/Portsmouth	71.0	713.0		
Newport News Press (m)	16.5	165.9	57.8	2.87
Newport News Times Herald (e)	9.5	95.8	39.3	2.44
Norfolk Ledger-Star (e)	22.1	222.4	88.3	2.52
Norfolk Virginian-Pilot (m)	34.9	351.0	137.6	2.55
48. Birmingham	65.7	646.5		
News	39.7	390.4	150.3	2.60
News (e)/Post Herald (m) gross	55.6	547.2	200.3	2.73
49. Dayton	73.7	674.4		
Journal Herald (m)	27.6	252.3	98.1	2.57
News (e)	32.2	294.3	119.5	2.46
50. Greensboro	67.1	626.0		
Greensboro News (m)	22.4	210.2	75.9	2.77
News (m)/Record (e) gross	31.8	296.5	102.9	2.87
Winston Salem Journal (m)	19.1	179.1	69.2	2.58
Journal/ Sentinel (e) gross	29.8	279.4	102.5	2.73
50.+ Albany/Schenectady/Troy	80.1	782.3		
Albany Knickerbocker News (e)	9.0	85.3	38.5	2.22
Albany Times Union (m)	26.0	247.4	82.8	2.99
Schenectady Gazette (m)	18.3	174.5	70.4	2.48
Troy Times Record (e)	12.8	122.0	45.2	2.70
50.+ Little Rock	60.3	535.2		
Democrat (m)	21.5	185.4	64.7	2.87
Gazette (m)	29.2	252.0	101.6	2.48
50.+ Wichita/Hutchinson	68.2	640.5		
Eagle Beacon (m)	40.9	324.1	115.6	2.80
50.+ Des Moines	72.5	486.4		
Register (m)	58.9	403.2	144.0	2.80
50.+ Rochester	71.2	488.2		
Democrat & Chronicle (m)	46.5	318.9	121.4	2.63
Times-Union (e)	35.9	245.8	110.5	2.22
50.+ Columbia, S.C.	69.2	568.3		
State (m)	44.4	230.6	83.6	2.76
State (m)/Record (e) gross	59.9	310.7	114.2	2.72
State (m)/Record (e)/ Myrtle Beach Sun News (m) net	52.6	273.2	114.2	—

Newspaper audience study draws controversy

By WILLIAM F. GLOEDE

NEW YORK—The 1985 Simmons-Scarborough syndicated study of newspaper audiences in the top 50 and six other ADIs shows that more than 70% of adult Americans who live in and around major markets read daily and Sunday newspapers regularly.

The '85 report, the third in a series of studies done once every two years, shows 82.6 million Americans reported reading a daily newspaper "yesterday," representing roughly 70.3% of the adult population. Some 85.4 million, or 72.7% of the adult population, read a Sunday newspaper "last week." The "yesterday" and "last week" readership norms were developed in accordance with an "indirect" questioning procedure recommended by the Advertising Research Foundation that's designed to prevent untruthful answers. The average newspaper reaches 2.74 people, according to analysis of the Simmons-Scarborough data and Audit Bureau of Circulations figures from 1984. Simmons-Scarborough is urging caution in using the readers-per-copy figure since it is based on last year's circulation numbers.

The study, out for little more than two weeks, is already generating controversy among its newspaper subscribers. Much of the controversy centers around weighting for income and educational demographic characteristics. Problems have been reported in Houston, Dallas-Fort Worth, Des Moines, Kansas City, Tampa-St. Petersburg-Sarasota and Washington, D.C. Problems are expected in other markets, say newspaper advertising executives.

"We have some very serious problems with the study," said Hugh Downey, marketing director for the *Fort Worth Star-Telegram*. "Over-all readership levels are suppressed—newspapers with more distinct upscale profiles get hurt more than newspapers with less upscale profiles. The *Star-Telegram* and the *Dallas Morning News* do not intend to use the study as it is."

In Dallas, the Simmons-Scarborough report puts readership and coverage of the *Morning News* and the *Times Herald* "neck and neck," according to Mr. Downey, when actually the *Morning News* has opened a significant lead over the *Times Herald* both daily and Sunday.

In Houston, J. A. Johnston, vp-marketing for the *Houston Chronicle*, issued a statement saying, "Comparing the Simmons-Scarborough study with three other studies gives us basis for concern. Only with the 1985 Simmons-Scarborough study do we find a discrepancy in the critical relationship between papers sold and the people who read them. While the *Chronicle's* circulation leads at the time of the study were 35% daily and 44% Sunday, the *Chronicle's* readership, according to Simmons-Scarborough, was 3% less than that of the *Post* daily and only 15% more than that of the *Post* on Sunday.

"The Audit Bureau of Circulations gives us a sound apples-to-apples measurement on circulation. We don't understand why the readership [data] from the Simmons-Scarborough doesn't also reflect similar differences between the audiences of the two papers," Mr. Johnston stated.

The 1985 study, the first from Simmons-Scarborough, is the culmination of more than a year of intensive field surveys and analysis. The study is based on more than 73,000 telephone interviews, most followed up with second contacts, with the phone numbers selected by the random-digit dialing method. John Polich, Simmons-Scarborough president, said the survey takers also made a "very aggressive" effort at contacting those who were not at home when the first random calls were made.

"We're not aware of anyone else who does two interviews with as many respondents as we do," said Mr. Polich. The reason for the

survey's depth lies in its inherent local character. "We have to have a report that will stand up in each of 56 ADIs and 71 metro areas."

The report fills five volumes and contains detailed demographic information on people who live in the nation's top markets.

"It's a very powerful marketing tool even before you get into the stages of planning media," said Mr. Polich. "It stands on its own almost without the newspaper ratings."

The study contains information, broken into all the standard American Assn. of Advertising Agencies demographic categories, on the population of each of the 50 top markets and the six others that Simmons-Scarborough surveyed. Among the data in the report are: Age, sex, employment status and occupation, income levels, education, size of household, types of dwellings, estimated values of dwellings, race, languages spoken within households and even information on people who have unlisted telephone numbers. There's also data on consumer spending, including major purchases of autos, home computers and airline tickets and more routine purchases of such items as movie tickets, groceries, tobacco products, alcoholic beverages and cable television service.

On newspaper readership, the survey reports average issue and cumulative audiences for each newspaper, including one, two and five-issue net audiences of weekday newspapers and one, two and four issues of Sunday papers.

The 56 ADI averages reported by the study show daily newspaper readership is the highest in the ADI surrounding Albany, N.Y., where 80.1% of all adults reported reading yesterday's newspaper. A close second was Boston, where 80% of the respondents said they read yesterday's paper. In comparison, in the top five markets, the yesterday-readership figure averaged 71.1%, with New York reporting the highest coverage, 77.3%, and Los Angeles reporting the lowest, 65.5%. In the next five markets, Boston led in coverage and Dallas-Fort Worth showed the lowest, with 63.5%. The ADI with the lowest percentage coverage was Memphis, Tenn., where only 56.3% of the adult population reported yesterday readership. The only other market in which fewer than 60% of the adult population reported reading yesterday's newspaper was Nashville, where the figure stood at 57.4%.

Newspaper market coverage is generally lower in most Sunbelt and southern markets than it is in the Northeast and Midwest. Mr. Polich said several explanations have been offered for the difference. One explanation surmises that people are more active out of doors in the Sunbelt, allowing less time for newspaper readership. Another explanation is that the survey is reported according to tv geography. Areas reached by a tv signal, especially in rural exurban areas, are not always reached by a newspaper that is based in the same market as the tv stations.

Sunday newspaper readership was highest in Detroit, where 82.8% of the adult population reported having read last Sunday's newspaper. Following Detroit were Milwaukee, with an 80.4% coverage rate, and New York, with an 80.3% coverage rate.

The lowest Sunday coverage rates were reported in Memphis, with 56.3%; Nashville, with 59.9%, and Cincinnati, with 59%.

At press time, the study was on its way to agency subscribers. Thurman Pierce, vp-U.S. print media manager for J. Walter Thompson USA, New York, said that although he'd not seen the new study, he was not expecting it to have a major impact at advertising agencies.

"There's a great deal of impact on the selling side," he said. The study is a "boon" for newspaper representative companies, he said, since its findings are directly comparable to broadcast figures.

The study itself, he believes, will not lead agencies to place more national advertising in newspapers, although it "gives them figures that agencies have confidence in."

Mr. Pierce noted that since the last syndicated newspaper studies were completed in 1982, newspapers' share of national advertising expenditures has fallen from 6.5% to 6.1%. While the studies are an important element in the newspaper industry's effort to attract a larger share of national expenditures, the industry has major "marketing and sales problems" that must be solved before the industry can make significant inroads in national. (The industry is attempting to define those problems through a blue-ribbon task force of newspaper publishers.)#

Simmons-Scarborough 1985 newspaper ratings - Sunday

Notes: (a) All day, (e) Evening, and (m) Morning. The readers-per-copy figures are subject to correction for 1985 circulation when available.

ADI rank and name Weekday newspapers	1985 Simmons-Scarborough rating (% coverage)	1985 Simmons-Scarborough audience (000)	1984 circulation	Readers per copy
1. New York	**80.3**	**10,730.4**		
Asbury Park Press	3.2	426.2	172.0	2.48
Bergen Record	4.3	575.6	218.7	2.63
Newsday	13.5	1799.4	594.0	3.03
Daily News	36.7	4902.7	1713.8	2.86
Times	25.8	3448.1	1024.8	3.36
Star Ledger	11.2	1495.3	625.3	2.39
UNYT	13.2	1760.3	706.3	2.49
Westchester/Rockland Grp.	3.1	411.4	193.3	—
2. Los Angeles	**67.3**	**6,079.4**		
Daily News	4.5	410.5	146.9	2.79
Herald Examiner	5.9	536.1	271.7	1.97
Long Beach Press Telegram	4.5	403.4	137.6	2.93
Orange County Register	8.4	758.5	284.5	2.67
Riverside Press-Enterprise	3.2	286.5	116.9	2.45
San Bernardino Sun	3.0	273.4	80.8	3.38
Times	37.9	3422.4	1198.8	2.85
Torrance Daily Breeze	3.5	320.3	101.7	3.15
3. Chicago	**73.1**	**4,406.2**		
Gary-Hammond News. Unit	6.6	398.7	171.4	2.33
Grtr. Chicago Newspapers	5.4	323.9	122.7	2.64
Sun-Times	33.7	2032.8	671.3	3.03
Tribune	44.4	2673.3	1009.6	2.65
4. Philadelphia	**74.4**	**3,483.2**		
Allentown	7.0	360.7	146.8	2.46
Camden Courier-Post	5.4	277.6	108.2	2.57
Grtr. Philadelphia Newspapers	6.1	317.2	145.7	2.18
Inquirer	48.7	2514.0	975.5	2.58
5. San Francisco	**71.0**	**2,884.9**		
Examiner & Chronicle	36.5	1474.2	566.3	2.60
Oakland Tribune	11.1	447.3	152.6	2.93
San Jose Mercury News	18.6	750.4	273.4	2.74
6. Boston	**79.0**	**3,084.6**		
BAND	13.8	539.0	218.2	2.47
Boston Globe	50.0	1952.5	680.4	2.87
Boston Herald	20.3	790.9	188.3	4.20
Worcester Telegram	7.7	298.8	116.3	2.57
7. Detroit	**82.8**	**2,762.7**		
Free Press	42.6	1420.5	546.1	2.60
News	54.6	1823.1	775.9	2.35
Oakland Press	6.2	206.5	78.7	2.62
8. Washington, D.C.	**76.2**	**2,260.0**		
Washington Post	72.5	2151.2	906.0	2.37
9. Dallas/Ft. Worth	**72.4**	**2,124.4**		
Morning News	26.3	771.3	344.5	2.24
Star-Telegram	21.3	625.7	270.5	2.31
Times-Herald	25.3	741.8	344.2	2.15
10. Houston	**71.5**	**2,039.7**		
Chronicle	42.0	1197.8	469.3	2.55
Post	38.3	1090.6	345.1	3.16
11. Cleveland	**75.7**	**2,060.5**		
Buy Cleveland	12.9	351.7	161.7	2.18
Akron Beacon Journal	18.2	494.6	227.3	2.18
Plain Dealer	42.0	1143.0	472.0	2.42
12. Pittsburgh	**76.7**	**1,886.6**		
PAMM	17.0	418.4	161.3	2.59
Press	61.6	1515.7	563.9	2.69
13. Miami	**71.4**	**1,686.3**		
News/Sun Sentinel	20.9	493.2	187.9	2.62
Miami Herald	49.4	1166.4	427.0	2.73
14. Minneapolis/St. Paul	**75.5**	**1,714.4**		
Pioneer Press & Dispatch	26.5	601.3	225.9	2.66
Star & Tribune	51.6	1172.4	500.0	2.34
15. Seattle/Tacoma	**68.3**	**1,504.0**		
Everett Herald	6.3	137.8	54.8	2.51
Times/Post Intelligencer	46.8	1031.0	520.5	1.98
Tacoma News Tribune	13.1	287.4	111.3	2.58
16. Atlanta	**63.6**	**1,443.3**		
Journal-Constitution	58.7	1330.4	479.3	2.78
17. Tampa/St. Petersburg	**78.8**	**1,711.6**		
Bradenton Herald	4.9	105.4	34.0	3.10
Lakeland Ledger	7.6	166.0	71.1	2.33
St. Petersburg Times	30.4	660.4	325.9	2.03
Sarasota Herald Tribune	9.6	209.4	97.4	2.15
Tampa Tribune	27.0	585.9	259.0	2.26
18. St. Louis	**63.6**	**1,311.6**		
Globe Democrat (weekend)	22.3	460.9	177.4	2.60
Post-Dispatch	48.6	1002.5	424.2	2.36
19. Denver	**72.6**	**1,381.4**		
Post	37.2	695.0	312.7	2.22
Rocky Mountain News	39.7	742.2	340.2	2.18
20. Sacramento/Stockton	**66.3**	**1,216.1**		
Bee	33.6	616.5	237.7	2.59
Union	15.6	286.2	93.3	3.07
21. Baltimore	**72.1**	**1,268.5**		
News American	19.2	337.9	158.2	2.16
Sun	57.9	1020.0	370.7	2.75
22. Hartford/New Haven	**79.0**	**1,290.7**		
Hartford Courant	40.6	658.5	275.4	2.68
New Haven Register	18.2	295.0	137.0	2.15
New London Day	5.8	93.3	34.8	2.68
23. Portland	**74.9**	**1,142.0**		
Oregonian	62.1	946.0	365.4	2.59
Salem Statesman-Journal	10.4	158.2	60.5	2.61
24. Indianapolis	**69.9**	**1,080.9**		
Star	56.3	870.4	348.5	2.50
25. Phoenix	**71.1**	**1,100.8**		
Republic	66.7	1032.2	410.9	2.51
26. San Diego	**71.2**	**1,065.1**		
Escondido Times-Advocate/ Oceanside Blade Tribune	12.7	189.3	64.6	—
Los Angeles Times	11.2	168.1	52.0	3.23
Union	52.4	784.8	338.3	2.32
27. Kansas City	**69.6**	**933.5**		
Star	63.0	845.3	356.6	2.37
28. Cincinnati	**59.0**	**819.8**		
Enquirer	53.6	745.2	292.0	2.55
29. Milwaukee	**80.4**	**1,074.7**		
Journal	72.9	974.0	422.9	2.30
30. Orlando/Daytona Beach	**77.2**	**1,018.9**		
Cocoa Today	10.6	139.3	80.1	1.74
Daytona Beach News-Journal	15.2	200.2	79.7	2.51
Orlando Sentinel	48.1	633.4	245.6	2.58
31. Nashville	**59.9**	**775.2**		
Tennessean	51.0	660.1	229.5	2.88
32. Charlotte	**61.7**	**792.1**		
Observer	49.7	638.3	216.5	2.95
33. Buffalo	**73.7**	**914.4**		
News	66.9	830.6	359.7	2.31
34. New Orleans	**73.4**	**917.1**		
Times-Picayune	67.1	838.0	313.9	2.67
35. Columbus, Ohio	**69.8**	**820.4**		
Dispatch	64.2	755.3	320.3	2.36
36. Greenville	**71.1**	**838.8**		
Greenville-Asheville Unit	47.9	565.2	177.8	3.18
Greenville News Piedmont	28.3	333.9	111.0	3.01
37. Raleigh/Durham	**64.8**	**757.8**		
News & Observer	28.9	338.3	123.7	2.73
	29.3	342.0	127.8	2.68
38. Grand Rapids/Kalamazoo	**69.2**	**774.8**		
Grand Rapids/Kalamazoo Grp.	53.3	596.9	278.3	2.14
Grand Rapids Press	33.9	379.5	159.1	2.39
39. Memphis	**56.3**	**630.1**		
Commercial Appeal	53.7	600.9	243.3	2.47
40. Oklahoma City	**73.1**	**848.6**		
Oklahoman & Times	57.5	665.7	271.2	2.45
41. Providence/New Bedford	**75.0**	**844.4**		
Journal	57.2	643.3	239.3	2.69
42. Salt Lake City	**68.9**	**804.4**		
Deseret News	19.8	231.7	—	—
Tribune	32.3	377.2	—	—
43. Charleston/Huntington	**65.7**	**694.4**		
Gazette-Mail	26.6	280.8	93.9	2.99
44. Louisville	**69.7**	**705.1**		
Courier-Journal	65.9	666.3	279.1	2.39
45. San Antonio	**74.1**	**807.2**		
Express-News	40.9	454.2	186.8	2.38
Light	40.7	442.8	185.9	2.38
46. Harrisburg/York	**69.1**	**690.2**		
Harrisburg Patriot News	33.4	333.6	131.6	2.53
Lancaster News	29.6	295.7	136.4	2.17
47. Norfolk/Portsmouth	**77.3**	**770.0**		
Newport News Press	24.6	246.8	101.7	2.43
Virginian-Pilot/Ledger Star	52.3	525.6	213.3	2.46
48. Birmingham	**67.4**	**663.4**		
News	54.7	538.9	184.9	2.91
49. Dayton	**73.5**	**672.3**		
News	57.2	523.2	210.2	2.49
50. Greensboro	**70.9**	**664.0**		
Greensboro News & Record	32.6	305.2	105.6	2.89
Winston Salem Journal	26.8	251.3	93.3	2.69
50.+ Albany/Schenectady	**61.6**	**586.8**		
Albany Times Union	39.8	378.5	151.7	2.50
Troy Record	13.5	128.4	44.4	2.89
50.+ Little Rock	**65.0**	**561.3**		
Democrat	37.4	322.5	121.4	2.66
Gazette	38.2	329.7	124.5	2.65
50.+ Wichita/Hutchinson	**70.7**	**580.5**		
Eagle Beacon	51.2	405.9	169.5	2.39
50.+ Des Moines	**78.7**	**538.9**		
Register	77.8	532.7	206.7	2.58
50.+ Rochester	**78.0**	**534.7**		
Democrat & Chronicle	76.9	527.2	225.6	2.34
50.+ Columbia, S.C.	**68.8**	**357.2**		
State	51.2	265.6	109.4	2.43
State/Myrtle Beach Sun News	52.5	272.6	109.4	—